PHARMACEUTICAL SALES FORCE MANAGEMENT USING ORACLE BUSINESS INTELLIGENCE

A leading pharmaceutical company in Germany is strengthening its sales and marketing – with accurate sales force and business performance management. Riverland Reply uses business intelligence solution on the basis of Oracle OBIEE to contribute to the corporation's strategic and operative decisions and improve the market position. A consolidated and corporate-wide view of the business situation is now possible – managers in the various departments profit from controlling and by deriving new tactics for the ideal management of the sales force. This is also up to date for mobile applications and can also provide valuable feedback. This clearly optimizes the business processes beyond the sales force landscape.

SUCCESSES FOR BUSINESS UNITS AS WELL AS FOR INTERNAL AND EXTERNAL SALES

Pharmaceutical companies are generally split into a number of different health divisions. These represent the pharmaceutical companies' business units. Each of these units has separate dashboards that draw on the shared database in the data warehouse. The dashboards are configured differently for the individual requirements of the respective business units. There is an additional differentiation between internal activities and the external sales force. Access to the dashboards for the external sales force is primarily via with Oracle Business Intelligence Disconnected.

With Oracle Business Intelligence Disconnected on the laptop, field sales staff have the information they need on hand wherever they are. Daily synchronization keeps them constantly up to date. This mobile (disconnected) business intelligence solution, along with the fact that data from various systems is pooled together in a single data warehouse, gives the external sales staff the possibility of analyzing and interpreting large volumes of data from multiple systems in aggregated form on their laptops.

Pharmaceutical companies divide their sales territories by hierarchical and geographical factors. A typical division, for example, is by country, territory, region and district.

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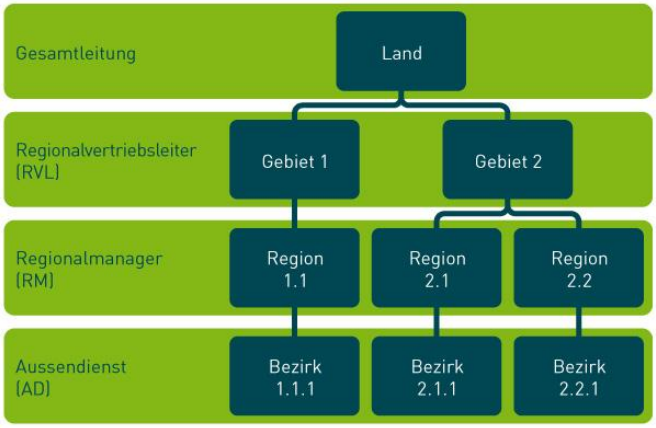
DATA SOURCES FROM THE SALES COUNTRY.



The Oracle business intelligence system can pull in data from any heterogeneous sources and prepare it for analysis. Typical sources for a business intelligence system in the pharmaceutical field include:

- ERP systems (such as SAP)
- CRM systems (such as Siebel)
- Market data (such as IMS, PS)
- Flat files (such as forecast data)

EFFICIENT SALES FORCE MANAGEMENT - FROM CONTROLLING TO ACHIEVING GOALS

Oracle Business Intelligence is used for planning, managing and controlling the operational value-creation chain. Attention paid to building up an information management system that focuses on the targeted and conscious procurement, provision, application and utilization of information and dataflow. Data are not only stored, but also aggregated, managed, filtered and analyzed for the best possible portrayal of the business situation. Insights are gained from this information in order to enable strategic and operational decisions to be taken in a timely manner. These system requirements are basic principles and are kept in mind for every upgrade.

A number of different management information dashboards are provided for each business unit. The dashboards themselves contain consolidated standard reports. The management dashboards provided are very reminiscent of scorecards and cockpits, with typical standard reports in the form of charts, such as bubble charts and other similar diagrams. The interactivity of the dashboards lets the managers look into the problem zones, which become clearly visible on the charts. By navigating to pivoted reports, it is possible to move down through the hierarchically arranged managers' regional positions to look more deeply into the problems (drill down). The business intelligence systems' typical traffic light functions, which are incorporated into these reports, show immediately if the actual figures are deviating from target. A consolidated and corporate-wide view of the business situation is now possible – managers in the departments profit from controlling and by deriving new tactics for the ideal management of the sales force.

SUCESSES: HIGHER PERFORMANCE AND INCREASED CUSTOMER SATISFACTION

SALES FORCE MANAGEMENT – EXPLOITING VALUABLE FEEDBACK

The performance measurement (qualitative and quantitative) for the sales staff: The call reports contain information from the activities and tasks of the sales staff. The feedback from the sales staff is important, among other things, for determining customer satisfaction, complaint levels or training requirements.

BUSINESS PERFORMANCE MANAGEMENT – EVALUATING AND USING THE MARKET SITUATION

The sales and reports dashboards and the reports include information both about direct business and also about the external sales teams' indirect business. These data are used in conjunction with external market data (such as IMS, PHS) to evaluate market performance. It is also used as the basis for negotiating terms with direct business clients.

COMPLAINTS MANAGEMENT – MORE CUSTOMER FRIENDLY AND EFFICIENT

As in all companies, customer satisfaction plays an important role and is one of the factors in the company's success. The operative system (such as the Oracle CRM) is used to process complaints, for example. Tracking and decision making is performed with the aid of Oracle Business Intelligence.

Riverland Reply specializes in technical consulting, implementation and system integration in various fields like processes, business solutions and technologies. The core competencies of the company include, among others, customer relationship management and business intelligence. Riverland Reply develops and implements tailor-made versions of Oracle solutions in these areas. The inclusion in the network of the European IT service provider Reply offers access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies had a turnover of approx. 384 million euros in the main offices in Italy, Germany and the United Kingdom. For more information visit www.reply.de.

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